



To the Honorable Council  
City of Norfolk, Virginia

January 28, 2014

From: George M. Homewood, AICP, CFM  
Acting Planning Director

**Subject:** Applications on property located at 630 and 660 Tidewater Drive – Tidewater Commerce Center:

- a. Amendment to the future land use map, "Map LU-1," of the City's general plan, *plaNorfolk2030*, from Industrial to Commercial.
- b. For a Rezoning from I-1 (Limited Industrial) district to conditional C-2 (Corridor Commercial) district.

*Revised*

Reviewed: Ronald H. Williams, Jr., Assistant City Manager

**Ward/Superward: 4/7**

Approved:

*Marcus D. Jones*

Marcus D. Jones, City Manager

**Item Number:**

**R-1**

**I. Recommendation:**

*Plan amendment* Approval

*Conditional Rezoning* Approval

**II. Applicant:** Tidewater Commerce Center by the Runnymede Corp.  
630 and 660 Tidewater Drive

**III. Description**

- The applicant proposes to improve the property for commercial development excluding an Adult Novelty Store, an Eating and Drinking Establishment, an Entertainment Establishment, Manufactured Home Sales and Service and an After Hours Membership Organization establishment.
- The applicant has proffered that the site will generally be developed in accordance with a site plan depicting two retail buildings (10,000 and 12,000 square feet), two right-in/right-out access ways, no access on Brambleton Avenue, a stormwater pond and a pedestrian access way.
- A Traffic Impact Analysis will also be submitted for review and approval by the Department of Transportation.

#### IV. Analysis

The site is located on the southeast corner of Tidewater Drive and Brambleton Avenue.

##### Plan Amendment

- *plaNorfolk2030* designates this site as Industrial making the proposed use inconsistent with *plaNorfolk2030*.
  - An amendment to Commercial is necessary for the proposed use to be consistent with *plaNorfolk2030*.
- The Identifying Land Use Strategies chapter of *plaNorfolk2030* includes an action encouraging the creation of new exclusively-commercial locations in nodes at the intersections of roads.
- Since this property is located within a neighborhood with limited retail uses and it is located at the intersection of two major roads, the commercial designation is appropriate.

##### Change of Zoning

- If the plan amendment is approved, the request would be consistent with *plaNorfolk2030*.
- This nearly four acre site is located at the intersection of Tidewater Drive and Brambleton Avenue on a portion of Tidewater that is developed with multi-family residential, office uses, and retail services.
- Commercial development of the site is appropriate subject to the proffered conditions including the conceptual site plan and a Traffic Impact Analysis.

#### V. Traffic Analysis

- VDOT review of the proposed rezoning was completed as required under State Law due to the potential of the site to generate more than 5,000 trips a day from the list of available commercial uses and also its proximity to the Interstate highway system.
- The State's comments on the proposal are attached as part of the record; however, the comments note that the VDOT review did not consider the impacts to the City-maintained street network including Tidewater Drive and Brambleton Avenue.
- Detailed traffic impact analysis and study should be required during Site Plan Review process since the final development plan for the location could require the provision of additional off-site vehicular and pedestrian transportation improvements.
- Left turn movements into and out of the site will be a critical consideration.
- The site is near frequent transit services with Route 8 operating along Tidewater Drive and Routes 9, 13, and 18 servicing Brambleton Avenue adjacent to the site.

**VI. Financial Impact**

The applicant is current on all real estate taxes.

**VII. Environmental**

- If approved, the site would have to be approved through the Site Plan Review process including provision of landscaping and stormwater facilities.
- The applicant has recently removed the abandon buildings on the property.
- A letter of support was received from a nearby property owner.

**VIII. Community Outreach/Notification**

- Legal notice was posted on the property on August 20.
- Letter was sent to the Calvert Square Advisory Council and the Tidewater Gardens Resident Management Corp. on August 30.
- Letters were mailed to all property owners within 300 feet of the property on September 10.
- Notice was sent to the home associations by the Department of Communications on September 10.
- Legal notification was placed in *The Virginian-Pilot* on September 12 and 19.
- The Planning Commission Public Hearing was held on September 26, 2013.
- Public notification for this agenda item was conducted through the City of Norfolk's agenda notification process.

**VII. Board/Commission Action**

- By a vote of **4 to 2**, the Planning Commission recommended that the request for a general plan amendment and conditional rezoning be **approved**, subject to the conditions outlined in the attached ordinance.
  - The Commissioners opposing the request preferred to continue the item to allow additional public input on the conceptual site plan.

**IX. Coordination/Outreach**

This report has been coordinated with the Department of Planning and Community Development, and the City Attorney's Office.

**Supporting Material from the Department of Planning and Community Development:**

- Ordinances
- Future Land Use Map
- Location Map
- Zoning Map
- Application
- Letter from the Commonwealth of Virginia Department of Transportation
- Letters to the home associations
- E-mail of support from nearby property owner

**Proponents and Opponents**

**Proponents**

Vincent Mastracco  
150 West Main Street  
Norfolk, VA 23510

Donald Frederick  
600 22<sup>nd</sup> Street, Suite 400  
Virginia Beach, VA 23451

Michael Fine  
600 22<sup>nd</sup> Street, Suite 400  
Virginia Beach, VA 23451

Bryant Goodloe  
8809 Adams Drive East  
Suffolk, VA 23433

Bob Miller  
5033 Rouse Drive  
Virginia Beach, VA 23462

**Opponents**

None

Form and Correctness Approved: 

By 

Office of the City Attorney

Contents Approved:

By 

DEPT.

NORFOLK, VIRGINIA

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## ORDINANCE No.

R-1 AN ORDINANCE TO AMEND THE CITY'S GENERAL PLAN, PLANORFOLK2030, SO AS TO CHANGE THE LAND USE DESIGNATION FOR PROPERTY LOCATED AT 630 TO 660 TIDEWATER DRIVE FROM INDUSTRIAL TO COMMERCIAL.

- - -

BE IT ORDAINED by the Council of the City of Norfolk:

Section 1:- That the land use designation set forth in the City's general plan, planNorfolk2030, for the property located at 630 to 660 Tidewater Drive is hereby changed from Industrial to Commercial. The property which is the subject of this change in land use designation is more fully described as follows:

Property fronting 330 feet, more or less, along the southern line of East Brambleton Avenue and 748 feet, more or less, along the eastern line of Tidewater Drive; property also fronts 527 feet, more or less, along the western line of May Avenue; premises numbered 630 to 660 Tidewater Drive.

Section 2:- That this ordinance shall be in effect from the date of its adoption.

Form and Correctness Approved: 

Contents Approved:

By 

Office of the City Attorney

By 

DEPT.

NORFOLK, VIRGINIA

## ORDINANCE No.

R-1A  
AN ORDINANCE TO REZONE PROPERTY LOCATED AT 630 TO 660  
TIDEWATER DRIVE FROM I-1 (LIMITED INDUSTRIAL) DISTRICT  
TO CONDITIONAL C-2 (CORRIDOR COMMERCIAL) DISTRICT.

- - -

BE IT ORDAINED by the Council of the City of Norfolk:

Section 1:- That the property located at 630 to 660  
Tidewater Drive is hereby rezoned from I-1 (Limited Industrial)  
District to Conditional C-2 (Corridor Commercial) District. The  
property is more fully described as follows:

Property fronting 330 feet, more or less, along the  
southern line of East Brambleton Avenue and 748 feet,  
more or less, along the eastern line of Tidewater  
Drive; property also fronts 527 feet, more or less,  
along the western line of May Avenue; premises  
numbered 630 to 660 Tidewater Drive.

Section 2:- That the property rezoned by this ordinance  
shall be subject to the following conditions:

(a) The following uses shall be prohibited on the  
property:

- (1) Adult Novelty Store
- (2) After Hours Membership Organization
- (3) Eating and Drinking Establishment
- (4) Entertainment Establishment

(b) The site shall be developed generally in  
accordance with the attached conceptual plan of  
development, entitled "Conceptual Site Layout  
Plan of Tidewater Commerce Center, Brambleton  
Avenue & Tidewater Drive, Norfolk, Virginia",

dated February 11, 2013, which plan includes one 12,000 square foot retail building and one 10,000 square foot retail building, two right-in/right out vehicular access ways from Tidewater Drive, no vehicular access to or from Brambleton Avenue, a storm water management pond, and a pedestrian walkway. The conceptual plan of development is attached hereto as "Exhibit A".

- (c) A traffic impact analysis shall be provided to the Department of Public Works for review and approval.

Section 3:- That the official Zoning Map for the City of Norfolk is hereby amended and reordained so as to reflect this rezoning.

ATTACHMENT:  
Exhibit A (1 page)

Conceptual Site Layout Plan Of

# TIDEWATER COMMERCE CENTER

Brambleton Avenue & Tidewater Drive  
Norfolk, Virginia

## Site Data

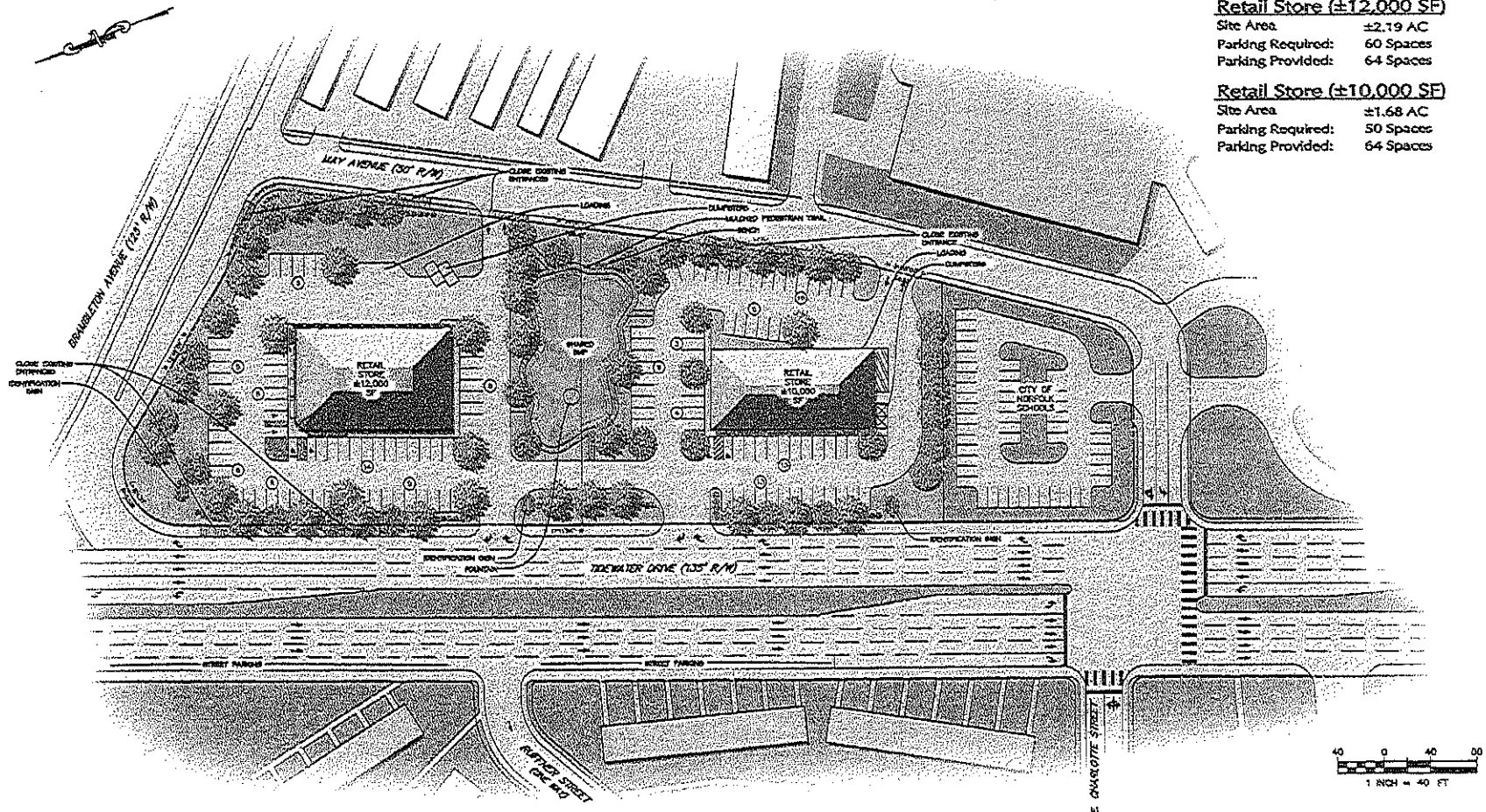
Total Site Area: ±3.87 AC  
GPIN: 1437365260  
Existing Zoning: I-1  
Proposed Zoning: C-2  
Proposed User: Retail Stores

## Retail Store (±12,000 SF)

Site Area: ±2.19 AC  
Parking Required: 60 Spaces  
Parking Provided: 64 Spaces

## Retail Store (±10,000 SF)

Site Area: ±1.68 AC  
Parking Required: 50 Spaces  
Parking Provided: 64 Spaces



DATE: 02/11/13

EXHIBIT FOR CONDITIONAL REZONING

This drawing is conceptual and has been prepared without benefit of a site survey, therefore, property lines, wetland boundaries, and other site specific data are approximate. Concept drawings are prepared in nature and are intended only to illustrate the development potential for a property. They should not be relied upon as the sole basis for any financial or legally binding transaction.



**MSA, P.C.**

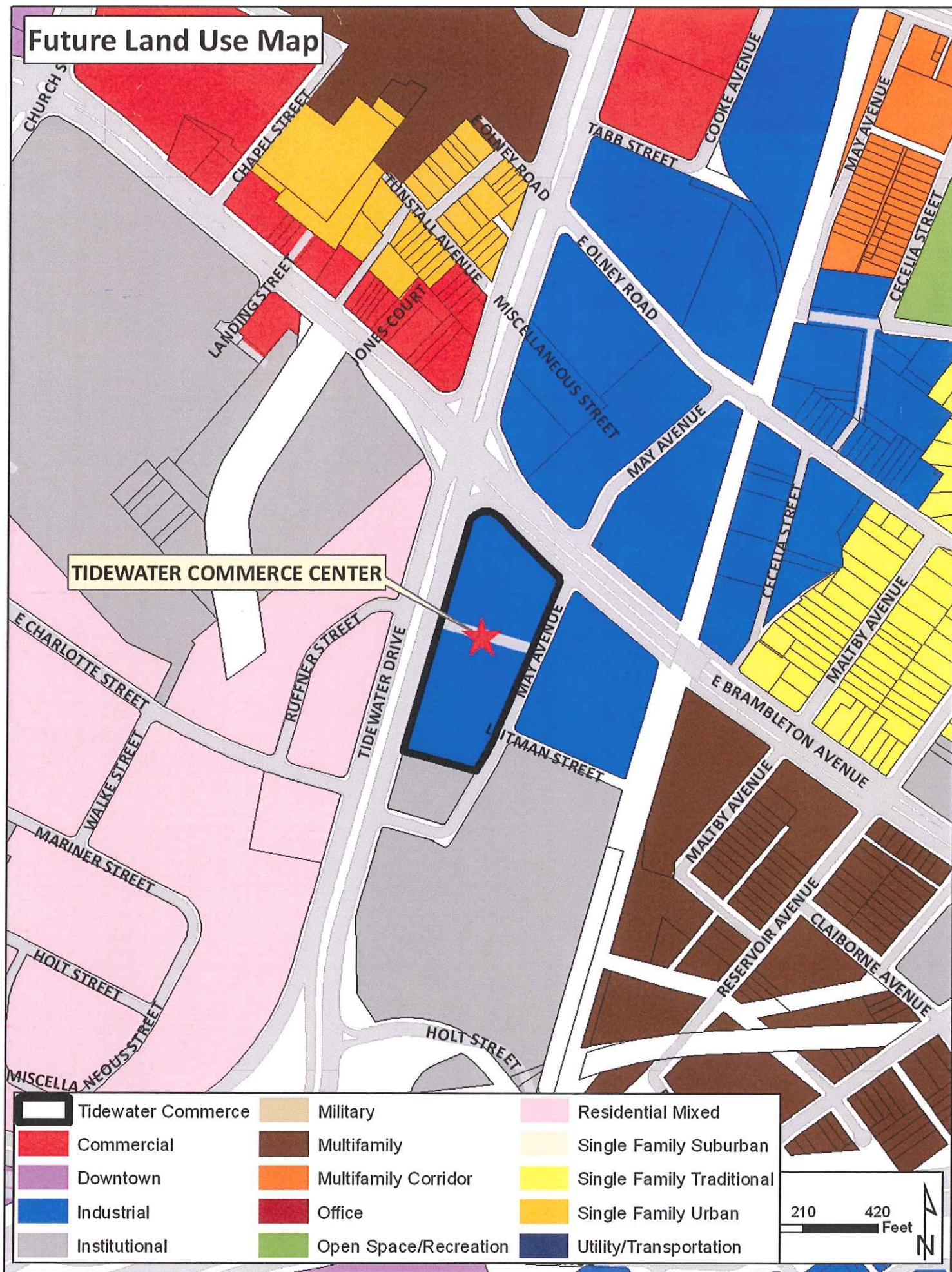
Environmental Sciences • Planning • Surveying  
Civil & Environmental Engineering • Landscape Architecture

4033 River Drive, Virginia Beach, VA 23462  
757-400-9204 (Ole) 757-400-9234 (Fax)  
www.msaenv.com

MSA PROJ. # 11150



# Future Land Use Map





# Location Map

TIDEWATER COMMERCE CENTER



RUFFNER STREET

TIDEWATER DRIVE

TIDEWATER DRIVE

MAY AVENUE

LEITMAN STREET

E BRAMBLETON AVENUE  
E BRAMBLETON AVENUE

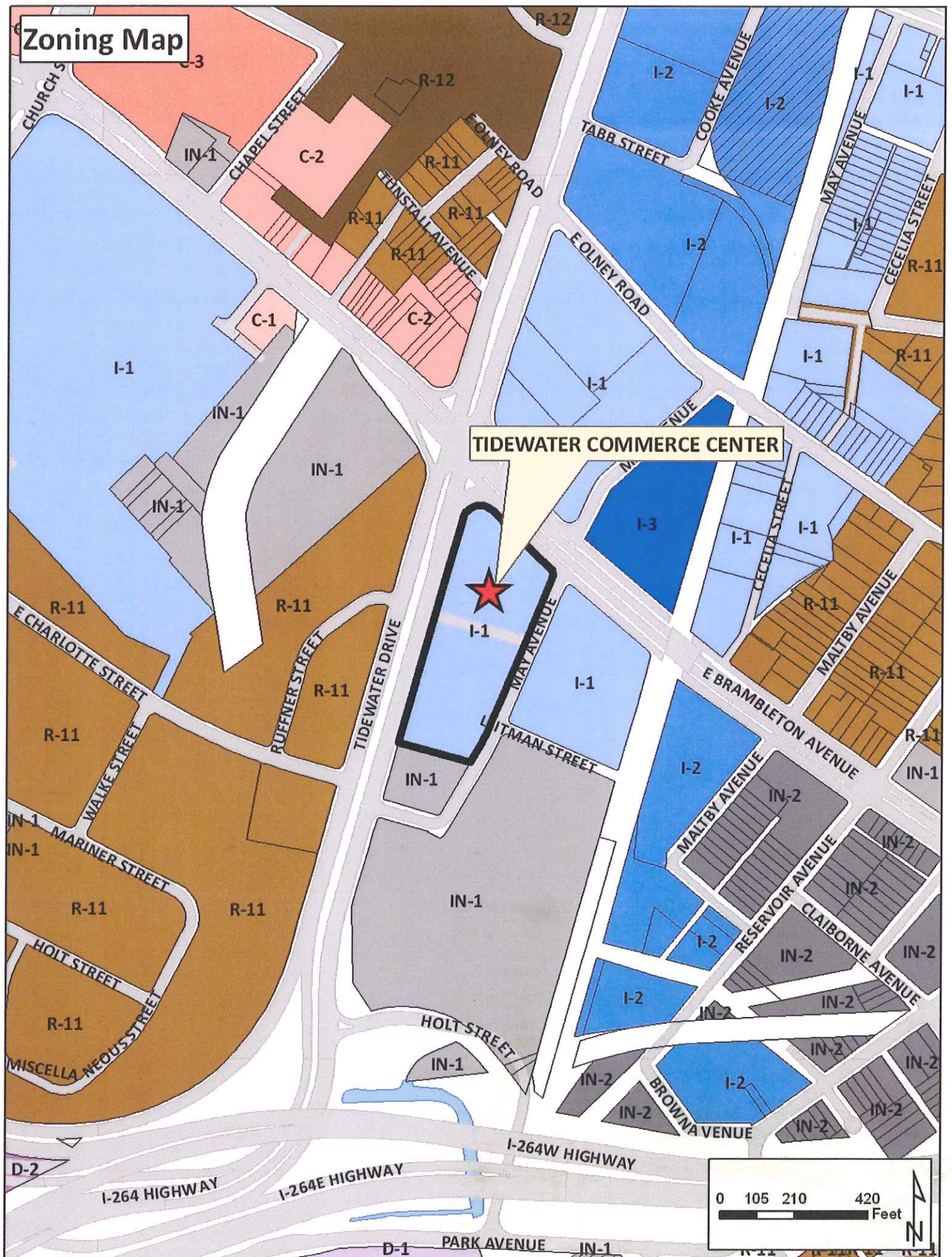
MAY AVENUE

0 25 50 100 Feet



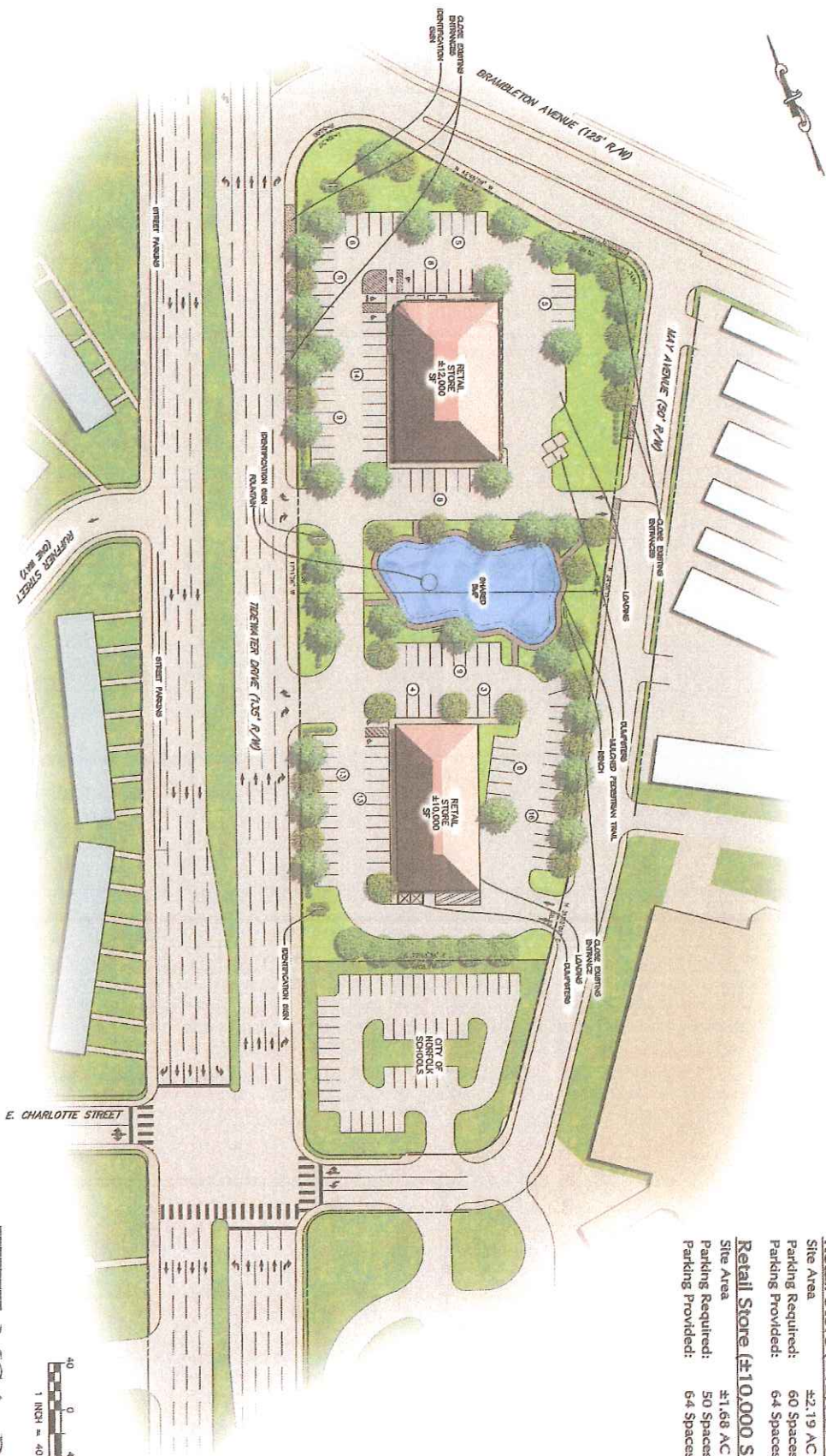


# Zoning Map





Conceptual Site Layout Plan Of  
**TIDEWATER COMMERCE CENTER**  
 Brambleton Avenue & Tidewater Drive  
 Norfolk, Virginia



DATE: 02/11/13

**EXHIBIT FOR CONDITIONAL REZONING**

This drawing is conceptual and has been prepared without benefit of a site survey, therefore, property lines, wetland boundaries, and other site specific data are approximate. Concept drawings are prepared in nature and are not to be used as the sole basis for any financial or legally binding transaction.

**Site Data**

Total Site Area: ±3.87 AC  
 CIPIN: 1437365260  
 Existing Zoning: I-1  
 Proposed Zoning: C-2  
 Proposed Use: Retail Stores

**Retail Store (±12,000 SF)**

Site Area: ±2.19 AC  
 Parking Required: 60 Spaces  
 Parking Provided: 64 Spaces

**Retail Store (±10,000 SF)**

Site Area: ±1.68 AC  
 Parking Required: 50 Spaces  
 Parking Provided: 64 Spaces



**MSA, P.C.**  
 Environmental Science • Planning • Surveying  
 Civil & Environmental Engineering • Landscape Architecture  
 3053 Route 280, Virginia Beach, VA 23462  
 757.480.3266 (Toll Free 800.480.3266)  
 www.msa-proj.com # 11150





**AMENDED APPLICATION  
CHANGE OF ZONING**

Date of application: 3/11/13 Amended  
8/6/13

**Change of Zoning**

From: I-1 Zoning To: *Conditional*  
C-2 Zoning

**DESCRIPTION OF PROPERTY**

Property location: (Street Number) 630-660 (Street Name) Tidewater Drive  
Norfolk, VA

Existing Use of Property: I-1

Current Building Square Footage +/- Demo

Proposed Use Conditional C-2 with Proffers

Proposed Building Square Footage N/A

Trade Name of Business (If applicable) Tidewater Commerce Center

**APPLICANT/ PROPERTY OWNER**

1. Name of applicant: (Last) The Runnymede Corp. (First) (MI)

Mailing address of applicant (Street/P.O. Box): 600 22nd Street, Suite 400

(City) Virginia Beach (State) VA (Zip Code) 23451

Daytime telephone number of applicant (757) 422-1568 Fax (757) 422-9815

E-mail address of applicant: mjbarrett@runnymedecorp.com

**DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT**

810 Union Street, Room 508

Norfolk, Virginia 23510

Telephone (757) 664-4752 Fax (757) 441-1569

(Revised July, 2013)

Rezoning  
Page 2

2. Name of property owner: (Last) SAME (First) (MI) (

Mailing address of property owner (Street/P.O. box):

(City) (State) (Zip Code)

Daytime telephone number of owner ( ) Fax number ( )

**CIVIC LEAGUE INFORMATION**

Civic League contact: Karen Tanner, Brambleton Civic League

Date(s) contacted: N/A

Ward/Super Ward information: 4/7

**REQUIRED ATTACHMENTS**

- ▶ Check for \$415.00 made payable to: Norfolk City Treasurer
- ▶ 2 8½x14 copies of a survey or site plan drawn to scale showing:
  - Existing and proposed building structures
  - Driveways
  - Parking
  - Landscaping
  - Property lines (see attached example)
- ▶ Description and details of the operation of the business (i.e., # of employees, # of bays, reason for rezoning, etc...)

**CERTIFICATION:**

I hereby submit this complete application and certify the information contained herein is true and accurate to the best of my knowledge:

SIGNED: The Runnymede Corp by Andrew J. Fine 12-8-13  
(Property owner or authorized agent signature) (Date)  
Andrew J. Fine 5-18-13  
(Applicant signature) (Date)

DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT  
810 Union Street, Room 508  
Norfolk, Virginia 23510  
Telephone (757) 664-4752 Fax (757) 441-1569







## *COMMONWEALTH of VIRGINIA*

### DEPARTMENT OF TRANSPORTATION

1700 North Main Street  
SUFFOLK, VIRGINIA 23434

**GREG WHIRLEY**  
COMMISSIONER

July 25, 2013

Jeff Raliski, AICP  
City of Norfolk Planning  
810 Union Street, Suite 508  
Norfolk, VA 23510

Re: Tidewater Commerce Center  
Chapter 527 Submittal (TIA)  
Tidewater Drive  
City of Norfolk

Dear Mr. Raliski,

In accordance with the Virginia Traffic Impact Analysis Regulations, 24 VAC 30-155, a Traffic Impact Study prepared by Bryant B. Goodloe, P.C., dated June 18, 2013, was submitted to the Virginia Department of Transportation (VDOT) for review. Because of the site's proximity to a state controlled highway (Interstate 264) and the required rezoning of the property to accommodate the proposed use, a traffic study has been submitted to determine the impacts of the development on the surrounding road network.

Our report is attached to assist the City in their decision making process regarding this rezoning application.

In general, the TIA is found compliant with the regulations and our findings are provided in the attached Evaluation Report.

It is asked you arrange to have the VDOT's comments included in the official public records, and to have both this letter and the VDOT report placed in the official file for the subject case. VDOT will make these documents available to the public through various means, including posting them to the VDOT website.

Please contact me at the Hampton Roads District Office at (757) 925-1594 if you have any further questions regarding this report.

Sincerely,

Tommy Catlett, P.E.  
Area Land Use Engineer



**EVALUATION REPORT  
OF  
TIDEWATER COMMERCE CENTER  
TRAFFIC IMPACT ANALYSIS**

1. We concur with the proposed trip generation rates as provided in the submitted study based on the following development:

A commercial development on the northern portion of the property  
A retail development on the southern portion of the property

The proposed uses have the potential to generate 2,991 daily, 171 AM peak hour, and 247 PM peak hour trips on the roadway network.

A trip reduction was applied by using 40% pass-by trips for the gas/convenience and 20% for the commercial.

After these reductions, the proposed development would generate 1,853 daily, 104 AM peak hour, and 153 PM peak hour trips.

2. We concur with the proposed site traffic distribution, assignment, reductions, and background traffic growth methodology as provided in the submitted study. Should the uses change as users of the site are identified, it should be updated to verify there is no significant increase in traffic.
3. Note that VDOT's review of the submitted traffic impact analysis focused on operations and impacts on the state maintained system. Within the scope of this study, the state maintained system includes I-264 and two Interchanges: I-264/Tidewater Drive and I-264/Brambleton Avenue. Intersections on the city street network were not fully reviewed.
4. No roadway improvements to the VDOT maintained system were evaluated or proposed within the study.
5. We concur with the submitted traffic impact analysis in that this development will have a minimal impact on the surrounding roadway network maintained by this department.
6. Acceptable Levels of Service are maintained or not changed at all with the build scenario of this project as indicated in the study.



August 30, 2013

Michelle Cook  
President, Tidewater Gardens Resident Management Corporation  
1016 Mariner Street  
Norfolk, VA 23504

Dear Ms. Cook:

The Planning Department has received an application to change the zoning from I-1 (Light Industrial) district to Conditional C-2 (Corridor Commercial) district on property located at 630-660 Tidewater Drive by the Runnymede Corp. This item is tentatively scheduled for the September 26, 2013 City Planning Commission public hearing.

**Summary**

This application allows the applicant to develop the site with any use contained in the attached Table of Land Uses in the C-2 district except an Adult Novelty Store, an Eating and Drinking Establishment, an Entertainment Establishment, Manufactured Home Sales and Service or an After Hours Membership Organization establishment.

If you would like additional information on the request, you may contact the applicant at (757) 422-1568 or you may telephone Susan Pollock on my staff at (757) 664-4765. A copy of the complete application is enclosed.

Sincerely,



Frank M. Duke, AICP  
Planning Director

cc: Onecia Howard, Neighborhood Development Specialist



# City of NORFOLK

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August 28, 2013

Deborah AsSabur-Glover  
President, Calvert Square Advisory Council  
893 Bagnall Road  
Norfolk, VA 23504

Dear Ms. AsSabur-Glover:

The Planning Department has received an application to change the zoning from I-1 (Limited Industrial) district to Conditional C-2 (Corridor Commercial) district on property located at 630-660 Tidewater Drive by the Runnymede Corp. This item is tentatively scheduled for the September 26, 2013 City Planning Commission public hearing.

## Summary

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If you would like additional information on the request, you may contact the applicant at (757) 422-1568 or you may telephone Susan Pollock on my staff at (757) 664-4765. A copy of the complete application is enclosed.

Sincerely,

A handwritten signature in blue ink, appearing to read "Frank M. Duke".

Frank M. Duke, AICP  
Planning Director

cc: Onecia Howard, Neighborhood Development Specialist

## Pollock, Susan

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**From:** Darryl Barnes <[dbarnes22000@yahoo.com](mailto:dbarnes22000@yahoo.com)>  
**Sent:** Thursday, September 26, 2013 2:53 PM  
**To:** Pollock, Susan  
**Subject:** Re: 630-650 Tidewater Drive

Sorry for the delay.

The proposed project looks nice. I would not be opposed to it , if their is no negative effects to the surrounding area.

Darryl Barnes

Sent from my iPhone

On Sep 26, 2013, at 9:23 AM, "Pollock, Susan" <[susan.pollock@norfolk.gov](mailto:susan.pollock@norfolk.gov)> wrote:

So we can inform the commissioners, does your opposition stand?

Susan Pollock  
Principal Planner, Land Use Services  
Phone: (757) 664-4765  
Fax: (757) 441-1569

Department of Planning and Community Development  
810 Union Street, Room 508  
Norfolk, Virginia 23510

**From:** db [<mailto:dbarnes22000@yahoo.com>]  
**Sent:** Wednesday, September 25, 2013 3:52 PM  
**To:** Pollock, Susan  
**Subject:** Re: 630-650 Tidewater Drive

Mrs. Pollard

Thank you very much

Darryl Barnes

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**From:** "Pollock, Susan" <[susan.pollock@norfolk.gov](mailto:susan.pollock@norfolk.gov)>  
**To:** 'db' <[dbarnes22000@yahoo.com](mailto:dbarnes22000@yahoo.com)>  
**Sent:** Wednesday, September 25, 2013 2:31 PM  
**Subject:** RE: 630-650 Tidewater Drive

Mr. Barnes,  
Attached is the site plan which will be a condition of the rezoning.

Susan Pollock